



MARKETING VISIBILITY CONSULTING

Marketing Visibility Workbook

2026 Edition

Evaluate how clearly your organization communicates its value, builds credibility, and converts visibility into business opportunities.

10

Strategic areas to evaluate

50

Maximum visibility score

90

Day action planning lens

Practical workbook | 30–45 minutes | Designed for B2B organizations

Before you begin

This workbook helps you evaluate whether prospective clients can quickly understand what your organization does, who it serves, why it matters, and how to take the next step.

It is not a technical SEO audit, a brand identity exercise, or a website redesign brief. It is a practical visibility assessment designed to reveal where clarity, credibility, and conversion may be limiting growth.

CONSULTANT INSIGHT

Strong marketing visibility does not start with more activity. It starts with clearer communication, stronger proof, and a simpler path for prospects to engage.

Best for

B2B technology, software, government solution providers, NGOs, and professional services.

Time needed

30–45 minutes for a focused self-assessment.

Output

A visibility score, priority gaps, and a 90-day improvement plan.

Contents

1. Marketing Visibility Framework
2. How to Score Your Visibility
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The Marketing Visibility Framework

Marketing visibility is the ability of a qualified prospect to understand, trust, remember, and act on your company's value.

Positioning

Audience

Value Proposition

Website

Credibility

LinkedIn

Content

Search

Lead Path

Event Readiness

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The framework is intentionally simple. If a prospect cannot understand your value, find proof, and know what to do next, marketing activity becomes harder to convert into business opportunities.

How to score your visibility

Each area is scored from 1 to 5. The goal is not perfection. The goal is to identify which gaps have the greatest impact on trust, clarity, and lead generation.

5 Excellent

Potential clients can clearly understand your company, trust your expertise, and know what to do next.

4 Strong

Potential clients can understand your company, but small gaps may reduce trust, clarity, or conversion.

3 Developing

Potential clients can understand parts of your company, but the message may feel incomplete, unclear, or inconsistent.

2 Underdeveloped

Potential clients may struggle to understand what you offer, who it is for, or why it matters.

1 Weak

Potential clients are likely to leave without understanding your value or knowing how to engage.

Positioning Clarity

Prospects should understand what your organization does within the first few seconds of visiting your website or LinkedIn page.

CONSULTANT INSIGHT

If people need several pages to understand the business, positioning is doing too much work too late.

Self-assessment

☐

A visitor can understand what we do within 15 seconds.

☐

Our homepage headline explains the company clearly.

☐

We explain the business problem before describing the solution.

☐

Our messaging is consistent across website and LinkedIn.

☐

We avoid vague claims and excessive jargon.

Positioning Clarity: messaging example

Prospects should understand what your organization does within the first few seconds of visiting your website or LinkedIn page.

Weak

We provide innovative digital solutions for modern organizations.

Better

We help government agencies reduce manual reporting by digitizing compliance and performance workflows.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Audience Clarity

Marketing becomes stronger when it speaks to a defined audience rather than trying to appeal to everyone.

CONSULTANT INSIGHT

A narrower audience does not make the business smaller. It makes the message easier to recognize.

Self-assessment

- ☐ Our ideal customer is clearly defined.
- ☐ Target industries or sectors are visible.
- ☐ Decision-makers would recognize that our offer is relevant.
- ☐ We do not try to speak to everyone at once.
- ☐ Different services are matched to the right audience.

Audience Clarity: messaging example

Weak

We support organizations across sectors with flexible digital solutions designed to meet a wide range of operational needs.

Better

Built for public sector teams, NGOs, and donor-funded programs that need structured monitoring and reporting.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Value Proposition

A value proposition explains why the company matters, not only what it offers.

CONSULTANT INSIGHT

Features describe the product. Value explains why leadership should care.

Self-assessment

☐

We communicate business outcomes.

☐

Benefits are clearer than features.

☐

Our differentiators are specific.

☐

The value proposition is memorable.

☐

Prospects understand why they should choose us.

Value Proposition: messaging example

Weak

Our platform includes dashboards, user roles, workflows, and reporting modules.

Better

Reduce reporting delays, improve accountability, and give leadership a single view of program performance.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Website Clarity

Your website should help visitors find the right information quickly and confidently.

CONSULTANT INSIGHT

Most visitors scan before they read. Strong pages guide attention through headlines, structure, proof, and action.

Self-assessment

☐

Navigation is intuitive.

☐

Services are easy to locate.

☐

Calls to action are visible.

☐

Pages are easy to scan.

☐

The website appears current and professional.

Website Clarity: messaging example

Weak

Welcome to ABC company. We are a leading provider of end-to-end solutions.

Better

Explore our monitoring and evaluation consulting services, see client results, or book a visibility consultation.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Proof & Credibility

Credibility turns claims into evidence. Without proof, strong messaging can still feel unsupported.

CONSULTANT INSIGHT

Credibility does not require long case studies on every page. Even small proof points reduce uncertainty.

Self-assessment

☐

Testimonials, case studies, or client logos are visible.

☐

Team expertise is easy to understand.

☐

Certifications, awards, or partnerships are shown where relevant.

☐

Claims are supported by examples.

☐

Success metrics are used when available.

Proof & Credibility: messaging example

Weak

Trusted by organizations worldwide.

Better

Implemented across 12 public sector programs, supporting reporting for more than 200 field users.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

LinkedIn Presence

For many B2B organizations, LinkedIn is the second place prospects check after the website.

CONSULTANT INSIGHT

LinkedIn should reinforce expertise, not simply repeat announcements.

Self-assessment

☐ The company page is complete and active.

☐ Branding matches the website.

☐ Recent posts demonstrate expertise.

☐ Employees support company visibility.

☐ Posts are not only promotional.

LinkedIn Presence: messaging example

Weak

We are happy to announce our latest solution. Contact us for more information.

Better

Three reporting risks public sector programs face — and how structured monitoring systems help reduce them.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Content Strategy

Useful content builds trust before a sales conversation begins.

CONSULTANT INSIGHT

Content strategy is not about posting more. It is about becoming easier to trust before prospects speak with you.

Self-assessment

☐

Content answers customer questions.

☐

Publishing is consistent.

☐

Topics align with services and audience needs.

☐

Educational content outweighs promotional content.

☐

There is a clear content direction.

Content Strategy: messaging example

Weak

Check out our new blog post about our company.

Better

How NGOs can prepare monitoring data before donor reporting deadlines.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Search Visibility

Search visibility helps prospects discover your expertise when they are already looking for solutions.

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Search visibility begins with clear language. SEO cannot fix pages that do not explain their subject.

Self-assessment

- ☐ Page titles describe each page clearly.
- ☐ Headings are structured around relevant topics.
- ☐ URLs are readable.
- ☐ Meta descriptions, ALT texts are present.
- ☐ Educational/thought leadership content supports relevant search terms.

Search Visibility: messaging example

Weak

Services | ABC Company

Better

Marketing Visibility Consulting for B2B
Technology Companies

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Lead Generation Path

Every qualified visitor should know what to do next.

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If the next step is hidden, interested visitors may leave even when they are a good fit.

Self-assessment

☐

Primary CTA is visible.

☐

Contact information is easy to find.

☐

Forms are simple to complete.

☐

Booking a conversation is straightforward.

☐

There are multiple conversion opportunities.

Lead Generation Path: messaging example

Weak

Learn more about our services.

Better

Book a 30-minute consultation to review your current marketing visibility and identify priority gaps.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Event & Conference Readiness

When a prospect meets you at an event, your digital presence should make it easy to continue the conversation.

CONSULTANT INSIGHT

Events create attention. Marketing visibility determines whether that attention becomes a follow-up conversation.

Self-assessment

☐ Website supports conference conversations.

☐ LinkedIn reinforces credibility.

☐ Downloadable resources are available.

☐ Contact details are prominent.

☐ Messaging matches event positioning.

Event & Conference Readiness: messaging example

Weak

Visit our website to learn more.

Better

After the conference, download our implementation checklist or book a follow-up consultation with our team.

Use the stronger version as a model: clear audience, specific problem, practical benefit, and business outcome.

What this means for our company

Marketing Visibility Maturity Model

Use this model to understand the overall stage of your current marketing visibility.

5 Strategic Leader

Marketing is clear, credible, and consistent across channels. Prospects quickly understand the value and know how to engage.

4 Optimized

Marketing is strong and professional, with only a few gaps in messaging, proof, content, or lead generation.

3 Established

Core marketing materials are in place, but the message is not always clear, consistent, or easy to act on.

2 Developing

Some marketing assets exist, but prospects may need extra effort to understand the offer, trust the company, or take action.

1 Limited Visibility

Marketing does not clearly explain the company's value, making it easy for prospects to lose interest or leave.

Final Marketing Visibility Scorecard

Add your score for each area. The maximum score is 50.

Area	Score	Priority/Notes
Positioning Clarity	/5	
Audience Clarity	/5	
Value Proposition	/5	
Website Clarity	/5	
Proof & Credibility	/5	
LinkedIn Presence	/5	
Content Strategy	/5	
Search Visibility	/5	
Lead Generation Path	/5	
Event & Conference Readiness	/5	
Total	/50	

0–20

Weak Visibility

21–30

Unclear but Fixable

31–40

Good Foundation

41–50

Strong & Scalable

Prioritize by business impact

Not every issue deserves immediate action. Use the matrix to separate quick improvements from strategic priorities.

High impact / Easier to fix
Quick wins

High impact / Harder to fix
Strategic priorities

Lower impact / Easier to fix
Nice improvements

Lower impact / Harder to fix
Defer

CONSULTANT INSIGHT

The best first actions usually improve clarity and conversion at the same time: homepage headline, service page structure, proof points, and consultation CTA.

90-Day Improvement Plan

First 30 days

Fix the clearest visibility blockers.

- Clarify homepage headline
- Add primary CTA
- Update LinkedIn profile basics

Days 31–60

Strengthen credibility and content.

- Add proof points
- Improve service page structure
- Publish one educational or thought leadership resource

Days 61–90

Improve lead generation & readiness.

- Simplify contact path
- Create a downloadable asset
- Prepare event follow-up flow

Our top three actions

About Margarita Dadyan

Margarita Dadyan is a strategic marketing consultant helping B2B organizations improve marketing visibility through clearer positioning, stronger credibility, and practical lead generation pathways.

Clarity before promotion. Visibility before advertising. Evidence over assumptions.

This workbook is part of Margarita's Marketing Visibility Consulting methodology, designed for technology companies, software firms, government solution providers, NGOs, and professional services organizations.

Want a professional assessment?

This workbook helps you identify symptoms. A professional Marketing Visibility Audit helps identify causes, priorities, and practical recommendations.

Detailed executive audit report

Prioritized recommendations

Implementation roadmap

Strategic consulting guidance

Book a Marketing Visibility Consultation

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